

# 1994 New Zealand TELECOMMUNICATIONS S • U • M • M • I • T

*2, 3, 4 March 1994  
Each day bookable separately*

## 33 LEADING EXPERTS INCLUDING

*The Minister of Communications*

*Colin Williams, President, MFS COMMUNICATIONS (UK)*

*Chris Kelliher, Managing Director, MICROSOFT NZ*

*Maurie Dobbin, Managing Director, TELERESOURCES (Australia)*

*Alan Hadden, Head of Business Policy, MERCURY ONE 2 ONE (UK)*

*Stewart Fist, Journalist (Australia)*

*Dennis Dorman, Manager Network Strategy Unit, TELECOM  
AUSTRALIA*

## KEY ISSUES ADDRESSED

- ❑ *Competition in the local loop: Experiences from USA & UK*
  - ❑ *Case Studies: NZ Rail, NZ Post, The Tuia Society*
  - ❑ *Intelligent Networks, Virtual Private Networks*
  - ❑ *Microsoft's vision for digital convergence*
- ❑ *Practical Applications of the latest technology - ISDN, Frame Relay, ATM*
  - ❑ *The future of the AMPs Network*
- ❑ *Personal Communications Networks - catalyst for change*
- ❑ *Introducing competitive GSM, Trunked Mobile and Mobile Data Networks*

Organised by:

Endorsed by:

**IIR CONFERENCES**

Venue:

**TUANZ**



**ITANZ**

Information Technology Association of New Zealand

Plaza International Hotel,  
Wellington



# DAY • ONE

**8.30** *Registration and coffee*

**9.00 WELCOME AND OPENING ADDRESS FROM THE CHAIR**

**Don Hollander**, Chairman,  
TUANZ

**9.15 KEYNOTE MINISTERIAL ADDRESS:  
WHAT IS THE OUTLOOK FOR THE  
TELECOMMUNICATIONS INDUSTRY IN NEW  
ZEALAND?  
THE MINISTER OF COMMUNICATIONS  
(To be confirmed)**

**9.45 WHO HAS BENEFITED FROM DE-REGULATION  
IN THE NEW ZEALAND TELECOMMUNICATIONS  
MARKET**

- ▲ Objectives of de-regulation
- ▲ Performance criteria to measure success
- ▲ TCNZ - empirical evidence of de-regulation
- ▲ Efficiency changes in the New Zealand telecommunications market

**David DeBoer**, Manager,  
Financial Performance Group  
TELECOM NEW ZEALAND

**10.15 RECENT DEVELOPMENTS IN THE REGULATORY  
ENVIRONMENT**

- ▲ Outcome of recent court decisions
- ▲ Progress of interconnect
- ▲ International services regulation - international resale
- ▲ Progress on numbering
- ▲ Access to international satellite systems

**Hunter Donaldson**,  
General Manager, Communications  
MINISTRY OF COMMERCE

**10.45** *Morning coffee*

**11.15 INTERCONNECTION DISPUTE RESOLUTION IN  
THE NEW ZEALAND TELECOMMUNICATIONS  
ENVIRONMENT**

- ▲ Dispute resolution mechanisms available:  
Negotiation, mediation, arbitration, litigation, audit
- ▲ Recent developments
- ▲ Comparisons with other countries
- ▲ How is the customer affected by the current dispute resolution regime?
- ▲ Where to from here?

**View 1: R Steven Rudd**,  
Manager Carrier Relations Strategy,  
TELECOM NEW ZEALAND

**View 2: Robert Dewstow**,  
Senior Manager, Carrier Relations,  
CLEAR COMMUNICATIONS

**12.00 PRIVACY ISSUES IN TELECOMMUNICATIONS**

- ▲ Telecommunications code of practice
- ▲ Use of databases eg for telemarketing, direct mail etc

- ▲ Caller line ID
- ▲ Interceptions - Oral and electronic
- ▲ Overseas developments

**Elizabeth Longworth**, Principal  
LONGWORTH ASSOCIATES

**12.40** *Lunch*

**KEYNOTE ADDRESS:**

**2.15 COMPETITION IN THE LOCAL LOOP - MFS  
COMMUNICATIONS' EXPERIENCE IN THE USA  
AND UK**

- ▲ Benefits of Customer Choice
- ▲ Key Differentiators
- ▲ Commercial Drivers
- ▲ Living with the Dominant Carrier -  
Interconnection/Numbering
- ▲ Importance of Regulation
- ▲ Future Opportunities

**Colin Williams**, President  
MFS COMMUNICATIONS LTD (UK)

**3.00** *Afternoon tea*

**3.30 WHAT IS THE OUTLOOK FOR LOCAL SERVICES?**

- ▲ Future developments in technology
- ▲ Impact of technology on the network
- ▲ Does the Kiwi share impede development?
- ▲ When is the expansion of services likely to take place and what new services will become available?
- ▲ Will the CBD\metropolitan\residential\rural areas be affected differently?

**View 1: Cliff Turner**,  
Manager, Technology & Markets,  
TELECOM NEW ZEALAND

**View 2: Robert Dewstow**,  
Senior Manager, Carrier Relations,  
CLEAR COMMUNICATIONS

**View 3: Tony Goodman**,  
Director of Corporate Relations,  
KIWI CABLE COMPANY

**4.15 CASE STUDY: NZ POST/SYNET. THE SCOPE AND  
VIABILITY FOR A RESALE MARKET**

- ▲ Resellers vs carriers
  - ▲ Value added vs basic carriage
  - ▲ Specialised service providers
- Dr. Brian Smith**, Group Manager  
SYNET COMMUNICATIONS

**5.00** *Close of Day One*

# DAY • TWO

**9.00 OPENING REMARKS FROM THE CHAIR**

**Don Wallace**, Principal,  
DON WALLACE & ASSOCIATES

**FUTURE NETWORK OPTIONS**

**9.15 OPTIMISING TELECOMMUNICATIONS SERVICES  
FOR CORPORATE BUSINESS**

- ▲ The rail private network experience
- ▲ Corporate network options



# SUMMIT HIGHLIGHTS AT A GLANCE

## DAY ONE

### REGULATION & POLICY

1. Gain access to key policy makers in a rapidly expanding market.
2. Hear the Government's plans for the new term of office
3. Ascertain the ramifications of recent court decisions on interconnect and the provision of local service
4. Discover what new privacy regulations are on the agenda and the consequences for telemarketing, caller line ID and, oral and electronic interceptions
5. Learn how UK and USA experiences of multiple players of the local loop can benefit you
6. Question the carriers on their plans for Local Services. What new services will become available and how will they be implemented?
7. Evaluate the pros and cons of a resale market and what opportunities you may be able to exploit

## DAY TWO

### THE LATEST TECHNOLOGY OPTIONS IN ACTION

1. Case studies on NZ Rail, NZ Post and the Tuia Society
2. Judge intelligent networks: Are they really the tailored, cost effective solutions promised?
3. Virtual private networks are now available in New Zealand. Who is using them and what cost/benefits are these companies experiencing?
4. Experience the vision of Microsoft and how they see the future for digital convergence
5. Obtain an up-to-the-minute case study on how Frame

Relay is being used by the Tuia Society and the benefits it is bringing

6. Uncover when and how ATM will appear in New Zealand and the present state of developments overseas.
7. Discover how to optimise your telecommunications network by utilising the latest advanced business applications
8. New technologies always promise the world, but rarely deliver. Discover the practicalities of matching the right solution to your business needs.

## DAY THREE

### INCREASED COMPETITION AND INCREASED OPPORTUNITIES IN MOBILE COMMUNICATIONS

1. Unearth the facts behind alleged interference problems of mobile systems
2. The future of the AMPS network: Are there customer benefits from migrating to digital?
3. Is digital AMPS a viable system?
4. Discover what Bellsouth's and Telstra's plans are for the GSM platform.
5. Will CDMA be the platform for the future and what are the implications for New Zealand?
6. What are BCL's plans for their new Trunked Mobile system?
7. What solutions does Motorola have for mobile data?
8. How has Mercury Communication's PCS platform performed in its recent roll-out in the UK and how will PCS be introduced in New Zealand?

## CONFERENCE FORMAT

The conference agenda will allow time for delegates' questions at the end of each presentation. Registered delegates are also welcome to submit questions in advance to the conference organisers. We will ensure that your questions will be addressed by the relevant speakers.

## CONFERENCE DOCUMENTATION

Each delegate will receive a set of conference documentation, containing comprehensive information provided by the speakers, which is not available elsewhere. These papers are supplied to all delegates and with your handwritten notes will serve as a permanent reference source.

## KEY PARTICIPATING ORGANISATIONS INCLUDE:

- ▲ TUANZ ▲ The Ministry of Commerce ▲ Telecom NZ
- ▲ Clear Communications ▲ Longworth & Associates
- ▲ Metropolitan Fiber Systems Communications Ltd.(USA)
- ▲ Synet Communications ▲ The Kiwi Cable Co ▲ NZ Rail
- ▲ Teleconsultants ▲ Amos Aked & Swift ▲ Microsoft
- ▲ ISDN Business Forum ▲ Tuia Society ▲ Telecom Australia;
- ▲ Don Wallace & Associates ▲ Shaw Associates ▲ Telecom Cellular ▲ Bellsouth ▲ Telstra ▲ Boston Consulting Group
- ▲ BCL ▲ Motorola & Mercury Communications (UK).

## WHO SHOULD ATTEND

All **executives** who need to keep updated on the latest changes in telecommunications regulation and policy

All **executives** who want to be fully updated on the latest trends in the industry and plans of the major players

All **managers** responsible for the efficient management of tele, data and mobile communications

All **business/organisation planners** who need to know what can be accomplished by the latest technologies and would like to learn from leading edge companies who have tried and tested these technologies

All **vendors, manufacturers, regulators and service providers** who desire a clear user perspective on what services are needed and necessary today

**DON'T MISS THIS  
OUTSTANDING SPEAKER PANEL-  
INCLUDING 5 INTERNATIONAL  
TELECOMMS EXPERTS!**



# DAY • ONE

8.30 *Registration and coffee*

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3.00 *Afternoon tea*

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- Dr. Brian Smith**, Group Manager  
SYNET COMMUNICATIONS

5.00 *Close of Day One*

# DAY • TWO

9.00 **OPENING REMARKS FROM THE CHAIR**

**Don Wallace**, Principal,  
DON WALLACE & ASSOCIATES

**FUTURE NETWORK OPTIONS**

9.15 **OPTIMISING TELECOMMUNICATIONS SERVICES  
FOR CORPORATE BUSINESS**

- ▲ The rail private network experience
- ▲ Corporate network options



- ▲ Benefits of private corporate networks
  - ▲ Integration of services
  - ▲ Importance of the common infrastructure
  - ▲ New technologies for business benefit
- Steve Lowe**, Engineering Development Manager  
Railtechnology, NZ RAIL Ltd.

#### 10.00 NETWORK UTILISATION FOR CUSTOMER BENEFIT

- ▲ Creative utilisation of interactive voice response
  - ▲ ISDN
    - Automatic Number Identification (ANI)
    - Dial Number Identification Service (DNIS)
  - ▲ Advanced Business Applications
- Keith Oliver**, Managing Director  
& **Russell Altman**, Senior Consultant,  
Advanced Business Development,  
TELECONSULTANTS

#### 10.30 Morning coffee

#### 11.00 THE PROMISE OF INTELLIGENT NETWORKS: COST EFFECTIVE SERVICES TAILORED TO CUSTOMER NEEDS

- ▲ What are intelligent networks?
  - ▲ How will they affect provision of services
  - ▲ When are new IN services likely to be introduced in the NZ market
  - ▲ Interconnect issues with IN services
  - ▲ Factors to consider in comparing different services
  - ▲ Relevance of IN services vs other alternatives
- Bruce Tichbon**, Managing Director  
AMOS AKED & SWIFT (NZ)

#### 11.35 VIRTUAL PRIVATE NETWORKS AS A BUSINESS SOLUTION

- ▲ What are VPNs?
  - ▲ History and growth of VPNs
  - ▲ How do VPNs work?
  - ▲ What VPN services are available in New Zealand?
  - ▲ The integrating nature of VPNs
  - ▲ VPNs as a business solution
- Trina Stevens**,  
Product Manager International Services  
TELECOM NEW ZEALAND INTERNATIONAL

#### 12.10 INTERNATIONAL GLOBALISATION FOR THE BUSINESS USER

- ▲ Multinational customer needs
  - ▲ Choices available
  - ▲ Development of international alliances
- Michael Johnstone**, Managing Director  
AT&T NEW ZEALAND

#### 12.45 Lunch

#### THE ROAD TO CONVERGENCE

##### KEYNOTE ADDRESS:

#### 2.15 TECHNOLOGY AT THE CROSSROADS: A COMPUTER VENDOR'S PERSPECTIVE OF DIGITAL CONVERGENCE

- ▲ Where is the information technology industry

today and what is its role in the digital world. In terms of content, delivery and user interface

- ▲ The new industry players: Partnerships, alliances, joint ventures
- ▲ The entertainment industry as the key: Customers buy services not technology
- ▲ Opportunities Microsoft is pursuing in the digital world
  - Interactive TV
  - Multimedia
  - Demonstrations

**Chris Kelliher**, Managing Director  
MICROSOFT NEW ZEALAND

#### 2.45 THE STATE OF ISDN IN NEW ZEALAND

- ▲ Are the network providers really interested in promoting the services?
- ▲ What applications are presently in use and what will become available?
- ▲ What are the principal drawbacks to ISDN use and development in New Zealand and what are the possible remedies?

**Alex McFarlane**, Chairman,  
ISDN BUSINESS FORUM

#### 3.15 CASE STUDY: FRAME RELAY IN ACTION

- ▲ Basic introduction to the technology
- ▲ Why was frame relay chosen as the optimum solution?
- ▲ Experiences of implementation
- ▲ What real benefits have we experienced?
- ▲ Future evolution of the network to take advantage of new technologies

**Dr. Phillip Lindsay**,  
Chairman, THE TUIA SOCIETY  
Corporate Manager of IS, AGRESEARCH

#### 3.45 Afternoon tea

#### 4.15 THE PROMISE AND IMPLEMENTATION OF ATM

- ▲ Sorting out the jargon
- ▲ What are the driving forces for ATM and what will it do for us?
- ▲ When will ATM be available and how will it be introduced?
- ▲ Public and private network developments
- ▲ Status of standards and international developments

**Dennis Dorman**, Manager,  
Network Strategy Unit TELECOM AUSTRALIA

#### 4.45 MEETING THE CHALLENGE OF NEW TECHNOLOGIES: PRACTICAL ISSUES FOR NEW ZEALAND COMPANIES

- ▲ Ensuring business needs are the driving force for introducing new technology
  - ▲ Matching user needs to carrier solutions
- Don Wallace**, Principal  
DON WALLACE & ASSOCIATES

#### 5.15 Close of Day Two

## DAY • THREE MOBILES

#### 8.30 Registration and Coffee

#### 9.00 OPENING REMARKS FROM THE CHAIR

**Rodney Shaw**, Managing Director  
SHAW ASSOCIATES

##### KEYNOTE ADDRESS:

#### 9.15 THE FUTURE OF THE AMPS NETWORK: ARE THERE CUSTOMER BENEFITS OF MIGRATING TO DIGITAL?

- ▲ What are the benefits/costs?
  - airtime/subscriber terminal trends
  - digital features now and tomorrow
- ▲ The impact on distribution channels
- ▲ How should the migration be managed?
- ▲ What service is best for me?

**Maurie Dobbin**, Managing Director  
TELERESOURCES (Australia)

#### 10.00 PROBLEMS WITH TDMA MOBILE SYSTEMS

- ▲ The dimension of the problem; what are the causes, and what solutions are being proposed?
- ▲ Are there sufficient standards, or are these being overlooked?
- ▲ Is the potential health risk of cellular an urban myth?
- ▲ What are the alternatives? What is the future of TDMA?

**Stewart Fist**, Journalist, Australia

#### 10.40 Morning coffee

#### 11.10 IS DIGITAL AMPS A VIABLE SYSTEM?

- ▲ Current status
  - ▲ Comparison with GSM
  - ▲ Advantages and disadvantages
  - ▲ North American developments
  - ▲ Roaming
- Neville Wishart**, Managing Director  
TELECOM CELLULAR

#### 11.50 EVOLUTION OF THE GSM PLATFORM - WHAT ARE THE OPPORTUNITIES?

- ▲ International GSM developments
  - ▲ Implications for GSM in New Zealand
  - ▲ Product and service differentiation
  - ▲ Advanced applications - now and in the future
- Greg Cross**, General Manager, Marketing  
BELLSOUTH

#### 12.30 IMPLEMENTING COMPETITIVE GSM NETWORKS - HOW WILL IT IMPACT THE MARKET PLACE

- ▲ The arrival of GSM - how is it different?
  - ▲ What are the current and future prospects for GSM
  - ▲ Impact on existing mobiles markets
  - ▲ Making GSM commercially viable
  - ▲ Marketing issues involved with GSM
  - ▲ Customer choices - challenges and solutions
- Session to be conducted by TELSTRA**

#### 1.10 Lunch

#### 2.30 TECHNOLOGIES AND CHOICES: IS CDMA THE ANSWER TO LIFE, DEATH, THE UNIVERSE AND EVERYTHING?

- ▲ Differing perspectives - customers', service providers' and manufacturers' viewpoints
- ▲ The worldwide standards war - dispatches from the battlefields
- ▲ The digital discontinuity - platforms for the future
- ▲ Evolution and migration - winning battles without losing the war
- ▲ Implications for New Zealand players - who holds the high ground?

**Michael Davies**, Manager  
THE BOSTON CONSULTING GROUP

#### 3.00 FUTURE DIRECTIONS FOR TRUNKED MOBILE

- ▲ New network services becoming available
  - ▲ Applications for advanced networks
  - ▲ Technology futures
- Roger Quayle**,  
Business Development Executive, BCL

#### 3.30 THE WAY FORWARD WITH MOBILE DATA

- ▲ What are the cost/benefits of mobile data over other mobile solutions?
  - ▲ Matching customer needs
  - ▲ Internetworking with the fixed and radio networks
  - ▲ Impact of digital technology - new solutions available
  - ▲ International trends
- Garry Reynolds**, Managing Director  
MOTOROLA NEW ZEALAND LTD.

#### 4.00 Afternoon tea

#### 4.20 INVESTMENT AND PERFORMANCE ISSUES FOR DIGITAL CELLULAR AND FUTURE PERSONAL COMMUNICATIONS SERVICES (PCS)

- ▲ Investment and performance issues for operators
- ▲ Evolution of different standards - benefits and limitations
- ▲ Technology risk with future mobile/wireless developments
- ▲ What are the implications for future network deployment in NZ?

**Dr. Murray Milner**, General Manager,  
Forward Planning, TELECOM NEW ZEALAND

#### 4.50 SPECIAL SESSION: PCN - CATALYST FOR CHANGE

- ▲ Regulatory background and service positioning
  - ▲ Technology choice
  - ▲ Network status
  - ▲ Distribution
  - ▲ Services and tariffs
  - ▲ Experiences
  - ▲ Forecast trends
- Alan Hadden**, Head of Business Policy  
MERCURY ONE 2 ONE, UK

#### 5.20 Close of conference



# THIRD ANNUAL EVENT

## REGISTRATION FORM

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**Yes** Please register the following delegate(s) for:

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Main Line of Business

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This unique three day event is designed to keep you fully up to date on the policy, planning, regulation and technological implementations in this rapidly expanding industry. The 1994 New Zealand Telecommunications Summit has an unprecedented 33 leading telecommunications experts from New Zealand and overseas. They have been drawn from all sectors of the industry: Major users, carriers, service providers, regulators and consultants. Benefit from their comprehensive and unparalleled knowledge of telecommunications by attending this important event.

### 5 DIRECT BENEFITS OF ATTENDING

1. Get access to the major decision makers and gain an insight into the policy and planning of the Government and the major players on such issues as the future for local services and interconnect agreements
2. Hear Microsoft's view of digital convergence and how you can benefit from the convergence revolution.
3. Obtain an up-to-the-minute briefing on VPN and IN service trials, and the roll-out of the latest technologies ISDN and ATM.
4. Learn from topical case studies. The summit will be a unique opportunity to hear first hand, a wide range of practical experiences including the Tuia Society's Frame Relay Network and NZ Rail's Private Network.
5. Compare potential suppliers and gain an understanding of the latest international developments such as those in Mobile data, CDMA and PCS

**30% DISCOUNT ON NORMAL ECONOMY AIRFARES ANSETT NEW ZEALAND**  
Making the differences that matter.

Save money and save time! Take advantage of our special negotiated rates, EXCLUSIVE TO IIR DELEGATES by flying Ansett New Zealand. **Booking Details:** Flight bookings will be made only when payment is received and must be finalised 7 days prior to departure. Flight cancellation penalties do apply. There are no time restrictions applicable, and where available, delegates will be offered greater discounts. All bookings to be made through Signature Travel (09) 309 2680 or (04) 499 2211. Please quote the conference number F936 when making your booking.

**CONFERENCE ORGANISERS:** Institute for International Research, Duthie Whyte Building, 5th Floor, 120 Mayoral Drive, Freepost 2690, PO Box 3181, Auckland 1015.  
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### ADMINISTRATION DETAILS

**WHEN?** Wellington 2, 3 & 4th March 1994

**WHERE?** The Plaza International Hotel, 148 176 Wakefield St Wellington New Zealand  
PH: 0800-655-555 FAX: 04-473-3929

**The Plaza International Hotel is pleased to offer IIR delegates the special room rate of \$150 + GST**

**HOW MUCH?**

Any one day @ \$795 + (\$99 GST)

Any two days @ \$1295 + (\$161 GST)

Any three days @ \$1795 + (\$224 GST)

**Special Group Discount:** if three or more delegates register from your organisation you are all entitled to a 10% discount.

**What happens if I have to cancel?** We will make a full and prompt refund for cancellations received in writing (letter or facsimile) by four full working days prior to the conference. It is regretted that no refunds can be made for cancellations received less than four full working days prior to the conference, but a substitute delegate is always welcome or full documentation will be sent.

**What do I do about incorrect mailing information?** If you receive multiple mailings for this event, or if your details are incorrect, please fill out the above form and fax or mail back with your mailing address label and we will update your details as soon as possible.